

# Memorandum

**To:** Members of the City of Bloomington Common Council  
**From:** Danise Alano, Director, Department of Economic Development  
**Date:** July 15, 2008

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## City of Bloomington Mission

"To preserve and enhance the distinct identity of Bloomington, Indiana by providing essential municipal services and economic, environmental, social and cultural programs and initiatives of the highest standards."

## Department of Economic Development Mission

As the economic development function of the City exists currently within the Office of the Mayor, a complementary mission statement has not yet been adopted. However, the overall vision can be stated simply: to create the best environment in the U.S. among Bloomington's peer cities for economic growth by improving the city's quality of life.

## Department of Economic Development and the Four Cs

The fundamental principle driving the City's economic development efforts is that economic vitality is synonymous with quality of life. Therefore, the economic development function is arguably the one that most comprehensively ties together all of the City's strategic initiatives (The 4Cs: Community Commerce, Collaboration, Condition and Character). Minimally, a review of the attached budget proposal can easily demonstrate that programs within Economic Development are designed specifically to address one or more of the 4Cs. A more appropriate perspective, though, is that the City's economic development strategy encompasses **all** City departments working in concert toward advancing **all** four Cs in a balanced and inclusive manner.

While **Community Commerce** is the central organizing principle for all programs of the Department, each of the other 4Cs is met programmatically as well.

**Community Character** is reflected, for example, through Arts as Economic Development programs (e.g., public art maintained by the City Parks Department and the Bloomington Community Arts Commission provides an attraction for Bloomington visitors). **Community Condition** is reflected in workforce development efforts (e.g., collaborations with educational and training agencies) and sustainable

development initiatives (e.g., the Change-a-Light program and green building education). **Community Collaboration** is reflected not only through supporting partnerships with dozens of social services, arts and sustainability organizations but also in our business advocacy, ombudsman and assistance efforts (e.g., Business Investment Incentive Loan/Grant Fund).

Indeed, most programs hit all of the 4Cs. Emblematic of this is business assistance and incentive program the ED and Parks Department staff are developing related to the B-Line Trail. The B-Line is an alternative transportation route that can help citizens reduce their carbon footprint (Community Condition), is the *artery* of the Bloomington Entertainment and Arts District (Community Character), is a source for new market share for businesses on and near the Trail (Community Commerce), and with its plaza areas will provide opportunity for assembly, performance and organization (Community Collaboration).

### **Background**

This 2009 request marks the first time that a separate Economic Development program budget is being proposed. In previous years, any budgetary needs of the Economic Development staff were included within the proposals of the Office of the Mayor. The 2009 request reflects the migration, as planned, of the Economic Development staff into a stand-alone City department, the Department of Economic Development, as provided for by IC 36-7-12-4.

As this is the first budget proposal ever prepared by the Department, the City's "zero-based budget" model was a relatively straightforward approach to adopt. We indeed were building a brand new program where the budget was concerned.

It is expected that future Economic Development budget proposals will include greater sophistication in allocating funds within specific program units and their related programs and services. For 2009, though, the already existing structure of the "Promotion of Business" budget line is utilized to capture the Department's combined program budget needs.

### **Budget Highlights and Priorities**

#### **1. Business Assistance, Advocacy and Incentives (*Commerce*)**

- Targeted economic revitalization areas in the city such as the two Community Revitalization Enhancement Districts, the six Tax Increment Finance Districts, the Certified Technology Park and the Urban Enterprise Zone, are areas of high priority for the Department in retention, recruitment and expansion efforts. As each has its own revenue sources, programs here do not directly impact this budget proposal.
- The Promotion of Business fund includes a focus on entrepreneurial and small business assistance through a planned collaboration with a second Start-up Weekend at City Hall as well as through renewed focus on the downtown technology business incubator which will support the City's application for renewal of the Certified Technology Park in early 2009.

#### **2. Team Green and the Sustainable City Initiative (*Commerce, Condition, Collaboration*)**

- Infrastructure funding as a match for federal and/or state grants for a planned Alternative Energy Program will be sought from the Downtown TIF for such projects

as wind or solar energy pilot programs for City facilities. In addition, Team Green plans to install daylighting sensors at City Hall to leverage natural lighting features of the building to conserve energy.

- Projects and programs in the Promotion of Business fund include collaborations with other agencies and initiatives to develop and promote a "Buy Local" program, and outreach to businesses to promote green business practices to reduce the community's carbon footprint.

**3. Arts as Economic Development, and the Bloomington Entertainment and Arts District** (*Character, Commerce*)

- Included in the Promotion of Business Fund is a competitive Artnership Grant Program which will support public art projects, collaborative projects between BEAD partners and audience development projects.
- Also included are plans to formalize collaborations with entities such as the Convention and Visitors Bureau and others to partner in regional promotion of BEAD.

**4. Social Services as Economic Development** (*Condition, Commerce, Collaboration*)

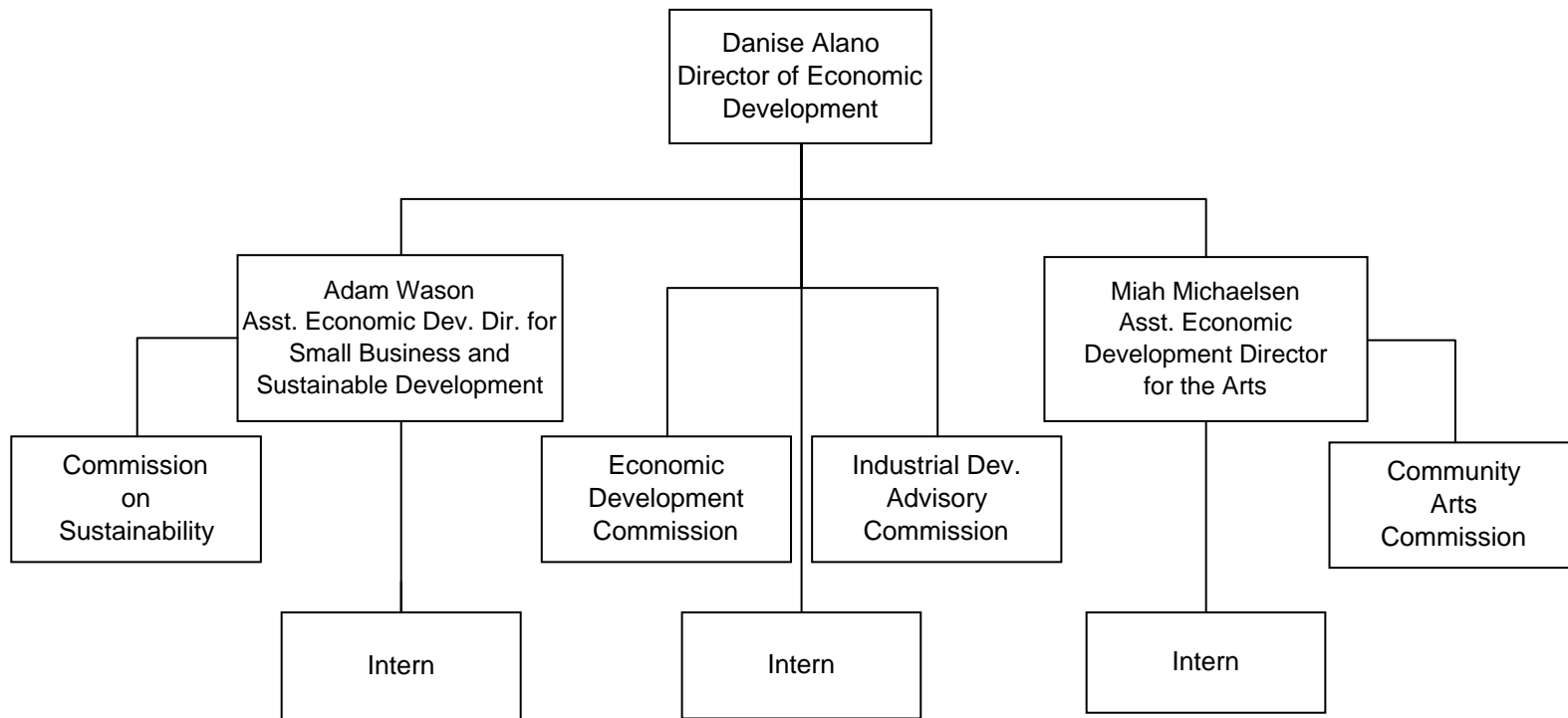
- Forging collaborations with social service agencies engaged in workforce development, in empowering individuals and families, in addressing poverty and homelessness and other underserved populations, are a key component of the Department's economic development strategy.

**5. Professional Development** (*Condition*)

- Professional certifications and other development opportunities will further the effectiveness of the Department, particularly as the migration progresses closer to a stand-alone department. This budget request increase reflects an enterprise-wide commitment to augment the knowledge and skills of City staff to better serve the organization's mission.

Please do not hesitate to contact me with any questions. I welcome the opportunity to discuss this proposal further with you.

# DEPARTMENT OF ECONOMIC DEVELOPMENT



### Department of Economic Development 2008 Budget vs. 2009

Budget Allocation	2008 Budget			2009 Budget			\$ Change
	General Fund	Other Funds	Total	General Fund	Other Funds	Total	
100 - Personal Services	0		0	243,271	0	243,271	243,271
200 - Supplies	0		0	5,840		5,840	5,840
300 - Other Services	0		0	215,374		215,374	215,374
400 - Capital Outlays	0		0	0		0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>464,485</b>	<b>0</b>	<b>464,485</b>	<b>464,485</b>

Employees	2008 Budget	2009 Budget	# Change
Regular	0.00	3.30	3.30
Temporary	0.00	0.00	0.00
<b>Total</b>	<b>0.00</b>	<b>3.30</b>	<b>3.30</b>

Department: ECONOMIC DEVELOPMENT		2007	2007	2008	2009	\$	%
Fund: GENERAL (101-04-00000-5)		Budget *	Actual	Budget **	Request	Change	Change
* Budget amounts include all appropriations approved. ** Budget amounts include appropriations approved through June 30th.							
<b>1 PERSONAL SERVICES</b>		<b>FTE:</b>	<b>.00</b>	<b>3.30</b>			
11 Salaries & Wages							
1110 Salaries & Wages - Regular					183,022	183,022	
1120 Salaries & Wages - Temporary					4,000	4,000	
1130 Salaries & Wages - Overtime							
12 Employee Benefits							
1210 FICA					14,307	14,307	
1220 PERF					19,675	19,675	
1230 Health Insurance					21,203	21,203	
1240 Unemployment Compensation					539	539	
1250 New Officer Medicare							
1260 Clothing Allowance							
1270 Police PERF							
1280 Fire PERF							
13 Other Personal Services							
1310 Other Personal Services					525	525	
<b>TOTAL - CATEGORY 1:</b>					<b>243,271</b>	<b>243,271</b>	
<b>2 SUPPLIES</b>							
21 Office Supplies							
2110 Office Supplies					1,190	1,190	
22 Operating Supplies							
2210 Institutional & Medical							
2220 Agricultural Supplies							
2230 Garage & Motor Supplies							
2240 Fuel & Oil							
23 Repair & Maintenance Supplies							
2310 Building Materials & Supplies							
2320 Motor Vehicle Repair							
2330 Street, Alley & Sewer Materials							
2340 Other Repairs & Maintenance							
24 Other Supplies							
2410 Books							
2420 Other Supplies					4,650	4,650	
2430 Uniforms and Tools							
<b>TOTAL - CATEGORY 2:</b>					<b>5,840</b>	<b>5,840</b>	
<b>3 OTHER SERVICES &amp; CHARGES</b>							
31 Professional Services							
3110 Engineering & Architectural							
3120 Special Legal Services							
3130 Medical							
3140 Exterminator Services							
3150 Communications Contract							
3160 Instruction					1,930	1,930	
3170 Mgt. Fees, Consultants & Workshops							
32 Communication & Transportation							
3210 Telephone					70	70	
3220 Postage					1,000	1,000	
3230 Travel					1,445	1,445	
3240 Freight/Other							
3250 Pagors							
33 Printing & Advertising							
3310 Printing					1,500	1,500	
3320 Advertising							

Department: ECONOMIC DEVELOPMENT		2007	2007	2008	2009	\$	%
Fund: GENERAL (101-04-00000-5)		Budget *	Actual	Budget **	Request	Change	Change
34	Insurance						
	3410 Liability & Casualty Premiums						
	3420 Worker's Comp. & Risk Admin.						
35	Utility Services						
	3510 Electrical Services						
	3520 Street Lights/Traffic Signals						
	3530 Water & Sewer						
	3540 Natural Gas						
36	Repairs & Maintenance						
	3610 Building						
	3620 Motor						
	3630 Machinery & Equip. Repairs & Maint.						
	3640 Hardware & Software Maintenance						
	3650 Other Repairs & Maintenance						
37	Rentals						
	3710 Land						
	3720 Building						
	3730 Machinery & Equipment						
	3740 Hydrant Rental						
	3750 Other						
38	Debt Service						
	3810 Principal						
	3820 Interest						
	3830 Bank Charges						
	3840 Lease Payments						
39	Other Services & Charges						
	3910 Dues & Subscriptions				1,429	1,429	
	3920 Laundry & Other Sanitation Serv.						
	3940 Temporary Contractual Employment				5,000	5,000	
	3950 Landfill Fees						
	3960 Grants						
	3970 Mayor's Promotion of Business				200,000	200,000	
	3980 Community Access TV/Radio						
	3990 Other Services and Charges				3,000	3,000	
	3991 3991 Crime Control						
TOTAL - CATEGORY 3:					215,374	215,374	
<b>4 CAPITAL OUTLAYS</b>							
41	Land						
	4110 Land Purchase						
42	Buildings						
	4210 Building Purchase						
43	Improvements Other Than Building						
	4310 Improvements Other Than Bldg.						
44	Machinery & Equipment						
	4410 Lease-purchase						
	4420 Purchase of Equipment						
	4430 Furniture & Fixtures						
	4440 Motor Equipment						
	4450 Equipment - ITS Capital Replacement						
45	Other Capital Outlays						
	4510 Other Capital Outlays						
TOTAL - CATEGORY 4:							
TOTAL - ALL CATEGORIES:					464,485	464,485	